



Strategic  
Marketing &  
Research, Inc.

# **INDIANA OFFICE OF TOURISM DEVELOPMENT**

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## **PRIZM<sub>NE</sub> ANALYSIS**

**SEPTEMBER 2006**

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## OBJECTIVES & METHODOLOGY

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The Indiana Office of Tourism Development is in the process of ensuring that the Indiana Travel Guide is useful to both consumers and advertisers. To accomplish its goal, the IOTD wanted to research those who are requesting the materials. With over 100,000 leads collected from December 2004 through May 2006, the Indiana database provides an opportunity to develop detailed demographic and attitudinal profiles. With the PRIZM<sub>NE</sub> national classification system, users can be categorized and profiled.

PRIZM<sub>NE</sub>, a national system, was developed to classify people by their address. A wide variety of national database information is compiled and used in the profile process, including demographic data, purchase behavior, media habits and travel behavior. The system has identified 66 specific clusters, each with individual profiles.

The objectives of this research included the following:

- Create an overall PRIZM<sub>NE</sub> profile of responders;
- Create a demographic profile of responders;
- Compare the PRIZM<sub>NE</sub> profile of responders to the overall profile of the area and identify PRIZM<sub>NE</sub> clusters with above average usage of the Travel Guide; and
- Explore the geographic patterns to identify areas with above average interest in the Travel Guide and link patterns of requests to past advertising.

Strategic Marketing & Research, Inc. received the initial database electronically. Several initial steps were taken to prepare the database for analysis. First, duplicate household records were identified and removed from the database. Next, additional data, including the zip+4 designation, DMA name and number were appended to the records. Then, the PRIZM NE system was used to append the cluster designation to each database record.

PRIZM<sub>NE</sub> includes 66 clusters, which are classified into both lifestyle and density-based groups. Clusters are named and numbered. PRIZM<sub>NE</sub> numbering reflects affluence, with lower numbers reflecting higher affluence (i.e., code 1 represents the most affluent cluster and code 66 represents the least affluent cluster).

The lifestyle groups classify people by three basic categories: Younger singles and couples with no children; Families with children; and Older single couples with no children. The second type of groupings are based on population density, and classify households as urban, suburban, second city or small town/rural. All three systems were employed to analyze the database and provide a profile of responders. There is detailed information about the lifestyle groups, and each cluster is included in the Appendix to this report.

SMARI also requested more detailed media information from Claritas for the target clusters relative to their media usage and travel habits. For the entire database as well as each target market, Claritas provided a profile of TV media usage, magazine and newspaper usage, print media usage, radio media usage and travel behavior.

The following briefly summarizes the findings from both the geographic and PRIZM<sub>NE</sub> analysis. After a de-duplication process, 109,825 files were used in the data analysis.

## LEAD PROFILE

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A lead profile is provided to give an overview of the database and general characteristics of the leads. This information illustrates what types of people are seeking Indiana travel information and who are, presumably, interested in visiting Indiana sometime in the future.

While the majority of requesters live in Indiana, the next largest DMA represented is Chicago, followed by Cincinnati and Louisville – all target markets for Indiana Tourism.

**Indiana Database  
DMA Breakdown**

<b>DMA</b>	<b>% Of Database</b>
Indianapolis, IN	20.3%
Chicago, IL	10.0%
Ft. Wayne, IN	4.0%
South Bend-Elkhart, IN	3.8%
Cincinnati, OH	3.6%
Louisville, KY	3.4%
Terre Haute, IN	2.6%
Grand Rapids, MI	2.2%
Evansville, IN	2.1%
Detroit, MI	1.8%

**Indiana Database  
State Breakdown**

<b>State</b>	<b>% Of Database</b>
Indiana	39.50%
Illinois	11.30%
Ohio	7.40%
Michigan	6.10%
Kentucky	3.70%
California	2.70%
Wisconsin	2.50%
Missouri	2.20%
Texas	2.10%
Florida	1.90%

Demographically, those responding to Indiana's marketing messages tend to be Caucasian, college-educated, middle income families.

As they register, leads are asked several questions. Answers contained in the lead database were analyzed to complete the profile. The following information resulted:

Last Grade of School Completed	
Elem. School, H.S.	12.3%
H.S. Graduate	19.2%
Some College	23.8%
College	20.7%
College Grad+	15.6%
Ethnic Heritage	
White	53.8%
White, Asian	10.4%
White, Black, Hispanic	8.7%
White, Black	7.5%
White, Black, Asian, Hispanic	2.8%
Black, Hispanic	2.7%
White, Asian, Hispanic	2.3%
White, Hispanic	1.6%
White, Black, Asian	1.1%
Black, Asian, Hispanic	0.6%

Age	46
Income	
Less than \$30,000	12.8%
\$30,000 to \$49,999	34.8%
\$50,000 to \$74,999	37.1%
\$75,000 to \$99,999	12.0%
More than \$100,000	3.3%
Marital Status	
Married Couples	38.0%
Families w/Kids	27.9%
Singles/Couples	21.9%
Mostly Singles	8.2%
Mix, w/Kids	3.9%

- 90% Of requesters have traveled Indiana in the past.
- 52% Of requests for materials are made in the spring, corresponding to when Indiana purchases the most media. The second most popular season is summer with 21%, followed by winter (17%) and fall (10%).
- Those responding to Indiana marketing materials check 1.9 activities when they request materials.

#### Travel Activities

Events & festivals	46%
Museums & historic sites	43%
Outdoor recreation	43%
Riverboat gaming	22%
Scenic drives	35%
Visit friends & family	26%

- While it isn't known whether the trips taken to Indiana included children, 28% of the database has children under the age of 18 in the household.

## PRIZM<sub>NE</sub> ANALYSIS

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To identify the PRIZM<sub>NE</sub> clusters that exhibit the strongest response to Indiana Tourism marketing, SMARI developed a response index for each cluster. This index identifies the clusters that responded more strongly. As such, their prevalence in the database was more notable than their overall prevalence in the population. The response index compared the percent of the regional population in that cluster to the percent of people that were in the Indiana database:

$$\text{Index} = (\% \text{ in IOTD database} / \% \text{ of regional population}) * 100$$

**For example the index for the Fast Track Families segment is:**  
 **$(3.1\% / 1.7\%) * 100 = 178$**

While PRIZM<sub>NE</sub> comprises 66 clusters, 21 of the highest indexing clusters make up over one-half of the Indiana database. Each cluster in the PRIZM<sub>NE</sub> classification system is grouped by the population density of the area and the lifestage of the household. Relative to density, there are four (4) groups: urban (U), suburban (S), second city (C) and small town/rural (T).

Of the highest indexing clusters, 59% are small towns and rural areas. While the Indiana Tourism marketing efforts are purchased in DMA's considered urban and second cities, those on the outskirts of those areas are the ones most likely to respond. This could mean those in the more rural areas are responders but also that Indiana trips, in general, are more attractive to those areas.

There are three lifestyle classifications within PRIZM<sub>NE</sub>: younger without children (Y), families – include children in the home (F), and mature/no children (M). Families make up 45% of the highest indexing clusters for Indiana, with those in their mature years making up 34% and younger years 21%.

#### Indiana PRIZM<sub>NE</sub> Profile

#	Cluster Name	% Database	Index	Density	Lifestage
20	Fast-Track Families	3.1%	178	T	F
32	New Homesteaders	3.1%	174	T	F
34	White Picket Fences	1.2%	163	C	F
50	Kid Country, USA	1.8%	155	T	F
25	Country Casuals	3.4%	153	T	Y
18	Kids & Cul-de-Sacs	2.0%	152	S	F
33	Big Sky Families	3.0%	150	T	F
13	Upward Bound	1.5%	150	C	F
05	Country Squires	2.3%	147	T	F
09	Big Fish, Small Pond	3.5%	144	T	M
17	Beltway Boomers	1.3%	136	S	F
11	God's Country	1.8%	134	T	Y
28	Traditional Times	4.2%	133	T	M
36	Blue-Chip Blues	1.4%	125	S	F
48	Young & Rustic	2.5%	122	T	Y
38	Simple Pleasures	3.2%	122	T	M
23	Greenbelt Sports	1.8%	121	T	Y
51	Shotguns & Pickups	2.1%	120	T	F
10	Second City Elite	1.2%	116	C	M
37	Mayberry-ville	3.8%	116	T	Y
43	Heartlanders	2.3%	113	T	M
57	Old Milltowns	1.5%	110	T	M
64	Bedrock America	1.9%	110	T	F
15	Pools & Patios	1.7%	109	S	M
06	Winner's Circle	1.1%	108	S	F
03	Movers & Shakers	1.5%	106	S	Y
39	Domestic Duos	1.6%	104	S	M
41	Sunset City Blues	1.6%	102	C	M
21	Gray Power	1.3%	102	S	M

The best media options to reach the type of consumers who request state travel publications include:

- Sports-related TV such as Outdoor and Speed channel;
- Specific sports TV includes auto racing, namely NASCAR, football and basketball;
- Educational and entertainment TV includes Country Music and Home & Garden TV as well as the Weather and Learning channels;
- Heavy readership of sporting magazines such as *Golf Digest*, *Field & Stream* and *Outdoor Life* and women's magazines like *Southern Living*, *Good Housekeeping* and *Country Living*;
- Group has high level of newspaper readership and reads the classifieds, editorial, home, business and travel sections; and
- Radio formats are sports heavy with NASCAR, football and ESPN radio; modern rock and country are preferred music formats.

Those who request materials from Indiana are more likely to be campers who enjoy domestic travel in an RV more than the majority of the population. When staying in hotels, they prefer economical accommodations such as Comfort Inn, Holiday Inn, Best Western or Days Inn.



## CHICAGO MARKET

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Though the previous tables are an analysis of the entire Indiana lead database, there are some differences between markets in those who respond to the state's marketing materials. The most distinctive market in which Indiana has a significant number of respondents is the Chicago DMA. As mentioned, 59% of the highest indexing clusters for the Indiana database as a whole are in small towns and rural areas. However, when reviewing the highest indexing clusters with significant population in the Chicago DMA, 90% are in suburban areas. Moreover, there is a more equal split in the Chicago DMA among families and those in their mature years.

### Chicago DMA

#	Cluster Group	% Database	Index	Density	Lifestage
32	New Homesteaders	2.5%	245	T	F
9	Big Fish, Small Pond	2.5%	214	T	M
15	Pools & Patios	4.2%	159	S	M
17	Beltway Boomers	3.1%	151	S	F
39	Domestic Duos	3.0%	148	S	M
18	Kids & Cul-de-Sacs	4.0%	145	S	F
5	Country Squires	2.5%	144	T	F
36	Blue-Chip Blues	2.3%	129	S	F
49	American Classics	1.4%	127	S	M
11	God's Country	1.6%	126	T	Y
14	New Empty Nests	2.7%	126	S	M
23	Greenbelt Sports	1.2%	122	T	Y
21	Gray Power	2.1%	118	S	M
27	Middleburg Managers	1.2%	118	C	M
34	White Picket Fences	1.1%	116	C	F
19	Home Sweet Home	4.2%	115	S	Y
13	Upward Bound	2.4%	110	C	F
30	Suburban Sprawl	2.6%	108	S	Y

There are also demographic differences between the Indiana database and that of the Chicago market. Though age and marital status are similar to the overall demographic profile, those in the Chicago market are better educated, earn higher incomes and are ethnically more diverse.

### Chicago Demographics

Income		Last Grade of School Completed	
	%		
Less than \$30,000	6.2%	Elem. School, H.S.	7.4%
\$30,000 to less than \$50,000	28.9%	H.S. Graduate	9.7%
\$50,000 to less than \$75,000	42.4%	Some College	22.3%
\$75,000 to less than \$100,000	16.3%	College	32.7%
More than \$100,000	6.2%	College Grad.+	21.9%
Marital Status		Ethnicity	
Married Couples	35.7%	White	41.5%
Families w/Kids	27.0%	White, Asian	19.4%
Singles/Couples	21.5%	White, Black, Hispanic	8.5%
Mostly Singles	9.4%	White, Black, Asian, His	7.8%
Mix, w/Kids	6.4%	White, Black	5.2%
		White, Asian, Hispanic	5.1%
		Black, Hispanic	3.1%
		White, Black, Asian	1.5%
		Black, Asian, Hispanic	1.3%
		White, Hispanic	0.6%

The best media options for reaching potential respondents in the Chicago market include:

- News, educational and sports on TV such as ESPN, MSNBC, Fox News, Golf, Home & Garden, History, and Weather channels;
- Sports programming favors college football, hockey and baseball;
- Magazine readership is heavy in financial publications *Kiplinger's Personal Finance*, *Barron's* and *Money*;
- Newspaper readership is heavy and focuses on business, travel, home, and entertainment sections; and
- Music formats include adult alternative and soft rock; sports heavy for professional football and baseball.

Chicago market requesters are often members of frequent flyer programs and are more likely to travel outside the U.S.

## CINCINNATI MARKET

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While the entire database of Indiana requesters skews toward small towns and rural areas and the Chicago market tends to be of a more suburban nature, responders from the Cincinnati market strike a balance. Fifty-four percent of requests from this market came from small towns, while 42% were from suburban areas.

Those in the Cincinnati market tend to be quite similar to the entire pool of requesters. In terms of lifestage, the market skews just slightly more toward families.

### Cincinnati DMA

#	Cluster Group	% Database	Index	Density	Lifestage
20	Fast-Track Families	4.4%	201	T	F
38	Simple Pleasures	2.7%	200	T	M
25	Country Casuals	3.7%	195	T	Y
51	Shotguns & Pickups	2.1%	191	T	F
33	Big Sky Families	2.8%	169	T	F
9	Big Fish, Small Pond	3.7%	167	T	M
43	Heartlanders	1.8%	164	T	M
64	Bedrock America	1.6%	145	T	F
17	Beltway Boomers	1.9%	124	S	F
37	Mayberry-ville	3.6%	121	T	Y
28	Traditional Times	3.2%	120	T	M
14	New Empty Nests	2.0%	118	S	M
21	Gray Power	2.4%	113	S	M
15	Pools & Patios	2.6%	112	S	M
19	Home Sweet Home	2.8%	111	S	Y
34	White Picket Fences	1.2%	111	C	F
2	Blue Blood Estates	1.6%	110	S	F
1	Upper Crust	2.0%	108	S	M
32	New Homesteaders	3.3%	107	T	F
18	Kids & Cul-de-Sacs	2.5%	107	S	F
23	Greenbelt Sports	1.8%	106	T	Y
6	Winner's Circle	2.1%	105	S	F
8	Executive Suites	1.2%	103	S	Y
50	Kid Country, USA	1.3%	101	T	F

Though those requesters from the Cincinnati market are quite similar to the overall lead profile, what was seen in the lifestage evaluation of responders from this market skewing towards families is confirmed in evaluation of marital status. The market is less diverse than the overall lead profile.

### Cincinnati Demographics

Income		Last Grade of School Completed	
	%		
Less than \$30,000	9.2%	Elem. School, H.S.	11.0%
\$30,000 to less than \$50,000	31.8%	H.S. Graduate	18.3%
\$50,000 to less than \$75,000	42.0%	Some College	23.5%
\$75,000 to less than \$100,000	11.3%	College	28.1%
More than \$100,000	5.7%	College Grad.+	19.1%
Marital Status		Ethnicity	
Married Couples	37.8%	White	58%
Families w/Kids	30.1%	White, Asian	13%
Singles/Couples	19.6%	White, Black, Hispanic	9%
Mostly Singles	7.5%	White, Black	7%
Mix, w/Kids	5.0%	White, Black, Asian, His	3%
		Black, Hispanic	3%
		White, Asian, Hispanic	3%
		White, Black, Asian	1%
		White, Hispanic	1%
		Black, Asian, Hispanic	1%

The best media options for the Cincinnati market include:

- Educational and sports programming such as Outdoor, Home & Garden and Speed channels;
- Also enjoy Country Music TV, Weather and History channels;
- Sports-related programming is heavy for auto racing, specifically NASCAR, and football;
- Magazines that reach this target include *Family Handyman*, *Golf Digest*, *AARP* and *Consumer Reports*;
- Newspaper readership is most often in the editorial, home, business and sports sections; and
- Radio programming leans sports-heavy with NASAR, college football and ESPN radio. Preferred music formats are country and religious.

Requesters from Cincinnati often travel by RV and look for resorts that offer golf or tennis. Hotel accommodations are often in chains such as Holiday Inn, Comfort Inn, Best Western or Days Inn.

## INDIANAPOLIS MARKET

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Though the Indianapolis market makes up 20% of the entire Indiana Office of Tourism Development, the PRIZM<sub>NE</sub> clusters do not necessarily match because the makeup of the market differs from the makeup of the region. Interestingly, the Indianapolis market is the only market that has urban areas in the highest performing clusters, at 19%. The lifestage distribution is similar to the entire database, with slightly more families and fewer younger people.

### Indianapolis DMA

#	Cluster Group	% Database	Index	Density	Lifestage
38	Simple Pleasures	2.9%	221	T	M
52	Suburban Pioneers	3.1%	213	S	F
25	Country Casuals	4.6%	211	T	Y
46	Old Glories	2.5%	197	S	M
33	Big Sky Families	3.0%	189	T	F
28	Traditional Times	4.1%	180	T	M
9	Big Fish, Small Pond	3.8%	165	T	M
37	Mayberry-ville	4.5%	164	T	Y
20	Fast-Track Families	3.5%	162	T	F
54	Multi-Cultural Mosaic	3.0%	136	U	F
49	American Classics	1.7%	133	S	M
32	New Homesteaders	3.9%	129	T	F
50	Kid Country, USA	1.3%	112	T	F
61	City Roots	1.6%	111	U	M
66	Low-Rise Living	1.2%	103	U	F
13	Upward Bound	1.1%	102	C	F

Because the Indianapolis DMA makes up 20% of the entire Indiana Tourism database, it is not surprising that the demographics of the market are similar to the overall lead profile. The distribution of incomes, marital status and education fall out just as the overall lead profile.

### Indianapolis Demographics

Income		Last Grade of School Completed	
Less than \$30,000	10.4%	Elem. School, H.S.	12.1%
\$30,000 to less than \$50,000	35.6%	H.S. Graduate	20.5%
\$50,000 to less than \$75,000	39.5%	Some College	28.1%
\$75,000 to less than \$100,000	11.5%	College	22.7%
More than \$100,000	2.9%	College Grad.+	16.5%
Marital Status		Ethnic Heritage	
Married Couples	37.9%	White	60.3%
Families w/Kids	29.2%	White, Black, Hispanic	11.1%
Singles/Couples	20.1%	White, Asian	10.0%
Mostly Singles	8.5%	White, Black	7.6%
Mix, w/Kids	4.3%	Black, Hispanic	3.1%
		White, Asian, Hispanic	2.5%
		White, Hispanic	1.9%
		White, Black, Asian	1.7%
		White, Black, Asian, His	1.5%
		Black, Asian, Hispanic	0.3%

Media options for the Indianapolis market to target those more likely to respond to Indiana marketing include:

- Sports programming, including the Outdoor, Golf and Outdoor Life channels;
- Auto racing is the primary sport viewed, especially NASCAR. Bowling also rates high in this market;
- Also enjoy educational and entertainment channels, e.g., Country Music TV, Hallmark Channel, Travel, Home & Garden, National Geographic and Weather
- Magazine readership of *Family Handyman*, *Popular Mechanics* and *Golf Digest*;
- Newspaper usage most often consists of the classified, comics, editorial and home sections; and
- Religious and country formats dominate radio preferences. NASCAR and college football are preferred for spots programming.

Requesters of Indiana information from the Indianapolis market are more likely to camp and/or have an RV. Accommodations center on affordable chains, specifically Comfort Inn, Motel 6, Ramada Inn, Holiday Inn, Best Western and Days Inn.

## LOUISVILLE MARKET

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PRIZM<sub>NE</sub> cluster groups are organized by affluence in that Cluster Group 1 is the most affluent of all the clusters and the last group, 66, is the least affluent. As such, without even looking at demographics but just cluster number, it is obvious that responders from the Louisville market are less affluent than those in other markets. Moreover, 100% of the highest performing clusters are from small towns in the market.

### Louisville DMA

#	Cluster Group	% Database	Index	Density	Lifestage
58	Back Country Folks	3.50%	246	T	M
64	Bedrock America	4.10%	233	T	F
43	Heartlanders	3.20%	222	T	M
51	Shotguns & Pickups	4.50%	218	T	F
20	Fast-Track Families	3.70%	200	T	F
56	Crossroads Villagers	2.80%	196	T	Y
25	Country Casuals	3.60%	188	T	Y
38	Simple Pleasures	2.70%	188	T	M
33	Big Sky Families	3.70%	185	T	F
37	Mayberry-ville	4.40%	179	T	Y
48	Young & Rustic	3.00%	169	T	Y
28	Traditional Times	3.10%	169	T	M
50	Kid Country, USA	1.90%	167	T	F
45	Blue Highways	1.90%	156	T	Y
32	New Homesteaders	2.30%	150	T	F
23	Greenbelt Sports	1.40%	128	T	Y
9	Big Fish, Small Pond	2.40%	110	T	M

A look at the demographics confirms the PRIZM<sub>NE</sub> profile above in that responders from the Louisville market are less affluent and are less well educated than the other target markets.

### Louisville Demographics

Income	
Less than \$30,000	16.3%
\$30,000 to less than \$50,000	41.8%
\$50,000 to less than \$75,000	34.1%
\$75,000 to less than \$100,000	6.3%
More than \$100,000	1.5%
Marital Status	
Married Couples	36.7%
Families w/Kids	29.7%
Singles/Couples	20.5%
Mostly Singles	8.5%
Mix, w/Kids	4.5%

Last Grade of School Completed	
Elem. School, H.S.	20%
H.S. Graduate	27%
Some College	24%
College	20%
College Grad.+	9%
Ethnic Heritage	
White	60%
White, Black, Hispanic	14%
White, Black	10%
White, Asian	5%
Black, Hispanic	4%
White, Hispanic	2%
White, Asian, Hispanic	2%
White, Black, Asian	1%
White, Black, Asian, His	1%
Black, Asian, Hispanic	1%

Media targets for the Louisville market include:

- Sports-related content via the Outdoor, Speed and Outdoor Life channels. Auto racing, especially NASCAR is the sport of choice;
- Entertainment channels such as Country Music TV, TV Land, Hallmark Channel, TNN and Spike TV garner high usage;
- Magazines reaching a similar audience include *Outdoor Life*, *Filed & Stream*, *Country Living* and *Woman's World*;
- This target audience does not have readership newspapers in this market but are more likely to read the classifieds and comics; and
- Country, gospel and modern rock are music formats preferred by radio listeners. Sports programming centers around NASCAR and college football

Requesters in this market are the most likely to be RV campers. They prefer short hotel stays in national chains like Comfort Inn, Motel 6, Best Western, Holiday Inn and Red Roof Inn. They are also more likely to travel to riverboat casinos.



## PRIZM<sub>NE</sub> CLASSIFICATION SYSTEM

#	Cluster Name	Social Group	Lifestage	Description
20	Fast-Track Families	T1 Landed Gentry	Family Life	With their upper-middle-class incomes, numerous children and spacious homes, Fast-Track Families are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want the best for their children. They buy the latest technology with impunity: new computers, DVD players, home theater systems and video games. They take advantage of their rustic locales by camping, boating and fishing.
32	New Homesteaders	T2 Country Comfort	Family Life	Young, middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white-collar and service industries, these dual-income couples have fashioned comfortable, child-centered lifestyles, their driveways filled with campers and powerboats, their family rooms with PlayStations and Game Boys.
34	White Picket Fences	C2 City Centers	Family Life	Midpoint on the socioeconomic ladder, residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: young, middle-class, married with children. But the current version is characterized by modest homes and ethnic diversity—including a disproportionate number of Hispanics and African-Americans.
50	Kid Country, USA	T3 Middle America	Family Life	Widely scattered throughout the nation's heartland, Kid Country, USA is a segment dominated by large families living in small towns. Predominantly white, with an above-average concentration of Hispanics, these young, these working-class households include homeowners, renters and military personnel living in base housing; about 20 percent of residents own mobile homes.
25	Country Casuals	T1 Landed Gentry	Younger Years	There's a laid-back atmosphere in Country Casuals, a collection of middle-aged, upper-middle-class households that have started to empty-nest. Workers here—and most households boast two earners—have well-paying blue- or white collar jobs, or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares and going out to eat.
18	Kids & Cul-de-Sacs	S2 The Affluentals	Family Life	Upscale, suburban, married couples with children - that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.

33	Big Sky Families	T2 Country Comfort	Family Life	Scattered in placid towns across the American heartland, Big Sky Families is a segment of young rural families who have turned high school educations and blue-collar jobs into busy, middle-class lifestyles. Residents like to play baseball, basketball and volleyball, besides going fishing, hunting and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.
13	Upward Bound	C1 Second City Society	Family Life	More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upper-class families boast dual incomes, college degrees and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles and camping equipment.
05	Country Squires	T1 Landed Gentry	Family Life	The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis and swimming as well as skiing, boating and biking.
09	Big Fish, Small Pond	T1 Landed Gentry	Mature Years	Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology.
17	Beltway Boomers	S2 The Affluentials	Family Life	Members of the postwar Baby Boom are all grown up. Today, these Americans are in their 40's and 50's, and one segment of this huge cohort - college-educated, upper-middle-class and home-owning - is found in Beltway Boomers. Like many of their peers who married late, these Boomers are still raising children in comfortable suburban subdivisions, pursuing kid-centered lifestyles.
11	God's Country	T1 Landed Gentry	Younger Years	When city dwellers and suburbanites began moving to the country in the 1970s, God's Country emerged as the most affluent of the nation's exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God's Country remains a haven for upper-income couples in spacious homes. Typically college-educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high-power jobs and laid-back leisure.
28	Traditional Times	T2 Country Comfort	Mature Years	A lifestyle where small-town couples nearing retirement begin to enjoy their first empty-nest years. Typically in their 50's and 60's, these middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from Country Living and Country Home to Gourmet and Forbes. But they're big travelers, especially in recreational vehicles and campers.

36	Blue-Chip Blues	S3 Middleburbs	Family Life	Blue-Chip Blues is known as a comfortable lifestyle for young, sprawling families with well-paying blue-collar jobs. Ethnically diverse—with a significant presence of Hispanics and African-Americans—the segment's aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.
48	Young & Rustic	T4 Rustic Living	Younger Years	Like the soap opera that inspired its nickname, Young & Rustics are comprised of young, restless singles. Unlike the glitzy soap denizens, however, these folks tend to be lower income, high school-educated and live in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars and dating.
38	Simple Pleasures	T3 Middle America	Mature Years	With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement. And a disproportionate number served in the military; no segment has more members of veterans clubs.
23	Greenbelt Sports	T2 Country Comfort	Younger Years	A segment of middle-class exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated and own new homes; about a third has children. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating and mountain biking.
51	Shotguns & Pickups	T3 Middle America	Family Life	The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families—more than half have two or more kids—living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than anywhere else in the nation.
10	Second City Elite	C1 Second City Society	Mature Years	There's money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous executives who decorate their \$200,000 homes with multiple computers, large-screen TV sets and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities—from reading books to attending theater and dance productions.
37	Mayberry-ville	T2 Country Comfort	Younger Years	Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, middle-class couples and families like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles and pickup trucks.

43	Heartlanders	T3 Middle America	Mature Years	America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating.
57	Old Milltowns	T4 Rustic Living	Mature Years	America's once thriving mining and manufacturing towns have aged - as have the residents in Old Milltowns communities. Today, the majority of residents are retired singles and couples, living on downscale incomes in pre-1960 homes and apartments. For leisure, they enjoy, gardening, sewing, socializing at veterans' clubs or eating out at casual restaurants.
64	Bedrock America	T4 Rustic Living	Family Life	Consists of young, economically challenged families in small, isolated towns throughout the nation's heartland. With modest educations, sprawling families and blue-collar jobs, many of these residents struggle to make ends meet. One-quarter live in mobile homes. One in three has not finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking and camping.
15	Pools & Patios	S2 The Affluentials	Mature Years	Formed during the postwar Baby Boom, Pools and Patios have evolved from a segment of young suburban families to one for mature, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios - the highest proportion of homes were built in the 60's - residents work as white-collar managers and professionals, and are now at the top of their careers.
06	Winner's Circle	S1 Elite Suburbs	Family Life	Among the wealthy suburban lifestyles, Winner's Circle is the youngest, a collection of mostly 25 to 34 year old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income of nearly \$90,000, Winner's Circle residents are big spenders who like to travel, ski, dine out, shop at clothing boutiques, and take in a show.
03	Movers & Shakers	S1 Elite Suburbs	Younger Years	Home to America's up and coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54, often with children. Given its high percentage of execs and white-collar professionals, there's a decided business bent to this segment: Movers & Shakers rank number one for owning a small business and having a home office.
39	Domestic Duos	S3 Middleburbs	Mature Years	Represent a middle-class mix of mainly over-55 singles and married couples living in older suburban homes. With their high school educations and fixed incomes, segment residents maintain an easy going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order, or going out to eat.

<b>41</b>	Sunset City Blues	C2 City Centers	Mature Years	Scattered throughout the older neighborhoods of small cities, Sunset City Blues is a segment of lower-middle-class singles and couples who have retired or are getting close to it. These empty-nesters tend to own their homes but have modest educations and incomes. They maintain a low-key lifestyle filled with newspapers and TV by day, and family-style restaurants at night.
<b>21</b>	Gray Power	S3 Middleburbs	Mature Years	The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. Gray Power reflects this trend, a segment of older, mid-scale singles and couples who live in quiet comfort.